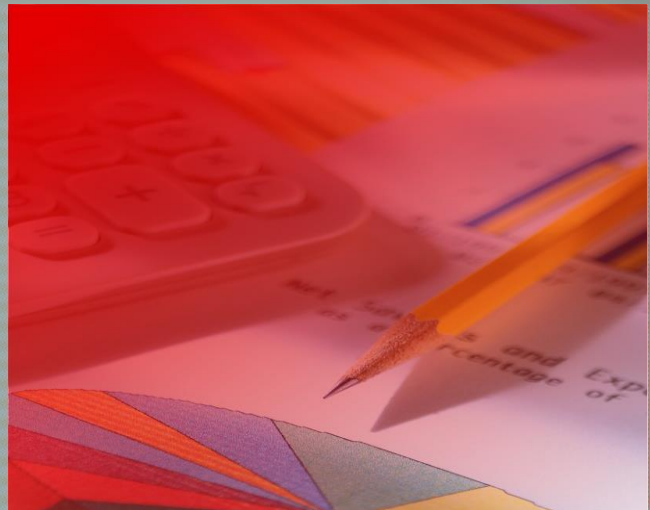# Web Site Maintenance / Development

A PROPOSAL TO: **Ruby Kamaka, LCSW**

July 10, 2010

Web Site Maintenance / Development

UPDATE EXISTING WEB SITE

1 - Text Conversion $ 70

First, to obtain your content, we will:

- Copy directly from your existing site.
- Paste into **MS Word** or **HTML editor** (one file per web page).
- Edit as requested in Step 2.

2 - Editing

- **Flat Editing –** Edit existing content for grammar and readability. **$ 150**

- OR -

- **Full Editing –** Includes flat editing plus content re-positioning, re-construction, re-writing of complete pages, etc. **$ 300**

3 – Provide Edited Copy

Depending on step 1, we will provide revised content in either Word (.doc) or HTML (.htm) format for you to apply to your existing site.

NOTE:

Normally, we prefer not to apply web content ourselves to commercial vendor-specific templates, as this requires learning the vendor interface. However, if you wish us to do so, there is an additional **$35 per-hour** charge to cover learning the vendor system and applying your updated content.

DEVELOP NEW WEB SITE

Typical activities include:

1. Select web site template / layout.
2. Supply URL(s) for new site.
3. Supply and prepare web servers.
4. Develop sample prototype.
5. Edit existing content from old site.
6. Apply existing content to new site.
7. Develop new content.
8. Apply new content to new site.
9. Test new site.
10. Activate new site on main server.

The cost for a new site depends on the complexity of its design and content.

Typically, to convert existing content and embedded programming from an existing site to a new web site template / layout, development time takes approximately 40 hours. If the new site requires additional research, content development, and programming, the project can take approximately 80 hours to complete.

Estimated cost: **$ 1500** - **$ 3000**

We would provide a comprehensive Statement Of Work (SOW) to illustrate exact activities (who does what) and total costs.
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The WRITEDATA DIFFERENCE

WriteData Services, LLC is a unique information-engineering company that specializes in technical communications, marketing communications, and software-related services for small, medium, and large businesses, civic organizations, and even individuals.

Now more than ever before, today's businesses want to sharply increase profits, cut costs, improve efficiency, and gain market share in their respective industries -- all at the same time!   And it's no wonder -- especially in such a volatile economy, companies need to get the most bang for the buck. WriteData can help you get there. With the right communications strategy and sensible outsourcing plan, we can help you boost profits and control costs.

We offer diverse communications, eMarketing, and eCommerce services to any type of company -- large or small. And because we conduct much of our business online, we can provide a virtual staff to meet your needs on time and on budget -- no matter where you're located. So if your business lacks the resources to handle a plethora of information needs such as internal employee communications, technical documentation, marketing collateral, web-content development, or training development and deployment, we can help.

We are celebrating over 70 years experience in the Financial and Retail industries. Our company's leaders treat each new client like they are our first. And we honor that working relationship from one project to the next. Experience the WriteData difference.

OUR SERVICES

WriteData can provide assistance with all your technical and marketing communications. We work closely with you to engineer a comprehensive information-products plan that meets your needs and those of your customers.

Deliverables can include both print-based or electronic (e.g., web-based, freestanding, or integrated online help).

- Technical and end-user manuals
- Brochures
- Product and Services Data Sheets
- Press Releases
- Proposals
- Newsletters (for employees and/or customers)
- eMarketing campaigns
- Online surveys
- Web page content
- Graphic design

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